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AZRII

Jan. 28, 1943

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FOOD IN THE NEWS

Broadcast by Wallace Kadderly and Ruth Van Deman in the Department of Agriculture period of National Farm and Home Hour, Thursday, January 28, 1943, over stations associated with the Blue Network.

ANNOUNCER: And in Washington, here are--

VAN DEMAN: Ruth Van Deman.

KADDERLY: And Wallace Kadderly.

ANNOUNCER: With another report on "Food in the News" ... a report on recent Government actions that affect the American table and the use of food to help bring about the unconditional surrender of our enemies.

VAN DEMAN: The actions we're reporting on today concern milk, ice cream, bakery products, and rice.

KADDERLY: Starting with the Department of Agriculture action to bring about economy in milk marketing on a national scale. Ruth, I hope you're ready to explain to the women who buy the family food supplies just how the milk order affects them.

VAN DEMAN: I am, Wallace. It affects them directly in only about three ways. First: Beginning next Monday, they won't be able to buy milk in pint containers or in any size of container smaller than one quart. You see, it costs nearly as much to handle a pint of milk as it does to handle a quart. We don't have the labor and the space in delivery trucks to keep on handling small containers.

KADDERLY: However, you can get a small container at the drug store counter and the restaurant. You don't have to take a quart there.

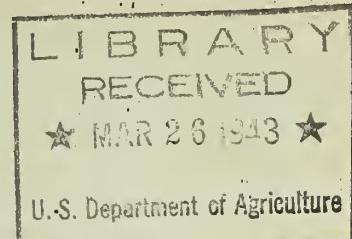
VAN DEMAN: That's right. But that sort of place--where you buy the milk and drink it on the spot--that's the only place you can buy less than a quart.

KADDERLY: All right. Now the second way the milk order affects the women who do the shopping.

VAN DEMAN: Well, this is minor, but when they buy milk at the store, they'll have less choice between dairies. And another thing: there'll be no more consignment selling. No returns from hotels, restaurants, store or any place.

KADDERLY: I notice the order says dairies may load milk on their trucks only on advance orders or standing orders. I can see that means a grocer will have to order in advance, but what about me? Suppose I put out a note saying, "Please leave one extra quart of milk this morning."

VAN DEMAN: Well, I suppose you might get it if some other customer ahead of you on the route, left a note saying, "No milk until further notice." But the milkman won't carry extra milk along, just in case you might want an extra quart. One other way the milk order affects some of us--we'll have to pay a deposit on the glass bottles.



(over)

KADDERLY: Oh yes, and the wholesale buyers who buy milk in cans and cases, will have to pay deposits on those too. But you hadn't finished about the bottles.

VAN DEMAN: I was just going to say that this part of the order brings no change, of course, for those who already pay deposits on bottles. But in many places no deposit has been required. And the average life of a milk bottle is only 35 trips. It should be much greater.

KADDERLY: I might add, Ruth, that the milk marketing administrators in a number of cities will work out further economy plans adapted to their local conditions.

VAN DEMAN: So I understand. But the things we've discussed apply Nation-wide.

KADDERLY: Right. And having hit the high spots of the milk order--officially known as Food Distribution Order No. 11--let's go back to Number 8--the ice cream order.

VAN DEMAN: All right. Are you an absolutely average American?

KADDERLY: I guess so, but what's that got to do with the ice cream order?

VAN DEMAN: If you're absolutely average, last year you ate more than 3 gallons of ice cream. But this year you'll get a gallon less--or about what you had in 1938.

KADDERLY: Well, I guess I can manage to eke out an existence on two gallons of ice cream.

VAN DEMAN: I'm sure you can. And by giving up about a gallon of ice cream apiece, we'll save enough milk to make 97 1/2 million pounds of butter....

KADDERLY: Which we certainly need.

VAN DEMAN: And 68 million pounds of dry skim milk...

KADDERLY: Which our armed forces and allies need.

VAN DEMAN: The order says that for civilian consumption, processors of frozen dairy foods or mix may use not more than 65 percent of the amount of milk or milk products they used in the period December 1, 1941 to November 30, 1942.

KADDERLY: Roughly 35 percent less than last year... Well, so much for the ice cream order. But while we're talking about dairy products...we're coming into the season when production of canned milk picks up. We usually reach the peak in June. Our marketing people say the seasonal increase should relieve the tight situation in canned milk markets and give wholesale grocers an opportunity to build up their reserves. Condensed and evaporated milk will not be included in the initial rationing of canned goods. But getting on with official actions...

VAN DEMAN: We still haven't covered Amendment No. 2 of the baking industry order, and the rice order. The amendment to the baking order adds several bakery products to the list of those which cannot be sold by bakers to retailers on consignment. The original order applied only to bread and rolls. As amended, it prohibits consignment selling of all bakery products. Also, stores as well as bakeries are now prohibited from slicing bread or rolls for sale. The "no-slicing" rule is another instance of economy in marketing.

KADDERLY: Now the rice order. This directs the rice millers to set aside for purchase by the Government 60 percent of their stocks of milled rice and 60 percent of what they continue to mill.

VAN DEMAN: So we'll be sure to have enough to send to the American Island territories and for our armed forces. You know, here in the States, the average person eats less than 6 pounds of rice a year. The people of Puerto Rico eat 128 pounds, and the people of Hawaii 177 pounds. They need rice from our record crop.

KADDERLY: But in recent weeks, the trade offered less rice for sale to the Government. The rice order should make it possible for the Government to meet the pressing needs of the island territories and to make supplies available to the United States armed forces.

VAN DEMAN: Well, Wallace, that just about winds up this round-up, doesn't it?

KADDERLY: Just one more brief item. Secretary Wickard has authorized the expansion of our processing capacity for edible soybean meal. He says he hopes this will make it possible for us to begin using soybean meal and grits much more widely as a protein enriching ingredient for several foods.

ANNOUNCER: Reporting on "Food in the News," you've heard Wallace Kadderly and Ruth Van Deman of the Department of Agriculture. Now, the Farm and Home Hour continues.

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